Application No.: 09/899,348   2   Docket No.: 479942000300

AMENDMENT TO THE CLAIMS

Claim 1 (currently amended): A computer implemented method for matching a computer user with target information comprising the acts of[[:]]:

a) creating a psychological classification significance pattern for a user by using a psychological test wherein at least some of the user's answers to test questions are used to derive the psychological classification significance pattern for the user in a manner not based on keywords or demographic attributes;

b) creating a classification index for the target information wherein the classification index can be matched to one or more elements of the psychological classification significance pattern of the user; and

c) finding target data whose classification index matches one or more elements of the psychological classification significance pattern of the user, wherein the use of the psychological classification significance pattern is under the user's control.

Claim 2 (original):   The computer implemented method of claim 1 wherein the user does not make prior explicit disclosure of interest in the target information.

Claim 3 (currently amended): The computer implemented method of claim 1 wherein the psychological classification significance pattern contains data indicative of an archetype to which the user corresponds.

Claim 4 (original):   The computer implemented method of claim 1 wherein the classification index of the target information contains data relating to an archetype to which the user may correspond.

Claim 5 (original):   The computer implemented method of claim 1 wherein the target information is selected from one or more of the following categories: job placement, opinion surveys,

sf-2041321

dating/matching services, travel, sports, entertainment, financial, biomedical, computers, software and networking.

Claim 6 (canceled)

Claim 7 (currently amended): The computer implemented method of claim 1 further comprising the additional act of receiving a request for the target information from a user via the Internet or a data network wherein the request is made anonymously via a pseudonym.

Claim 8 (currently amended): A computer implemented method for matching a computer user with target information comprising the acts of[[;]]:

a) creating a psychological classification significance pattern for the user by using a psychological test wherein at least some of the user's answers to test questions are used to derive the psychological classification significance pattern for the user in a manner not based on keywords or demographic attributes, and wherein the psychological classification significance pattern contains data indicative of an archetype to which the user corresponds;

b) creating a classification index for the target information wherein the classification index can be matched to one or more elements of the psychological classification significance pattern of the user; and

c) finding target data whose classification index matches one or more elements of the psychological classification significance pattern of the user, wherein the use of the psychological classification significance pattern is under the user's control.

Claim 9 (currently amended): A computer implemented method for matching a computer user with target information comprising the acts of[[;]]:

a) creating a psychological classification significance pattern for the user by using a psychological test wherein at least some of the user's answers to test questions are used to derive the psychological classification significance pattern for the user without basing on keywords or

demographic attributes, and wherein the psychological classification significance pattern contains data indicative of an archetype to which the user corresponds;

b) creating a classification index for the target information wherein the classification index can be matched to one or more elements of the psychological classification significance pattern of the user, and wherein the classification index of the target information contains data indicative of an archetype to which the user may correspond; and

c) finding target data whose classification index matches one or more elements of the psychological classification significance pattern of the user.

Claim 10 (currently amended):   The computer implemented method of claim [[9]] 8 wherein the user does not make prior explicit disclosure of interest in the target information.

Claim 11 (currently amended):   The computer implemented method of claim [[9]] 8 wherein the target information is selected from one or more of the following categories: job placement, opinion surveys, dating/matching services, travel, sports, entertainment, financial, biomedical, computers, software and networking.

Claim 12 (canceled)

Claim 13 (currently amended):   The computer implemented method of claim [[9]] 8 further comprising the additional act of receiving a request for the target information from a user via the Internet or a data network wherein the request is made anonymously via a pseudonym.

Claims 14-17 (canceled)

Claim 18 (currently amended):   A computer implemented method for matching a computer user with target information comprising the acts of:

a) receiving a request for target information from a user via the Internet or a data network;

sf-2041321

b) retrieving from a data base, a <u>psychological</u> classification significance pattern for the user, wherein the <u>psychological</u> classification significance pattern for the user was created by using at least some of the user's answers to test questions from a psychological test, ~~and wherein~~ the <u>psychological</u> classification significance pattern contains data indicative of an archetype to which the user corresponds, <u>and the psychological classification significance pattern is configured without keyword linkage or demographic attributes;</u>

c) using the <u>psychological</u> classification significance pattern for the user to search a data base of target information; and

d) displaying for the user target information which matches one or more elements of the <u>psychological</u> classification significance pattern for the user.

Claims 19-20 (canceled)

Claim 21 (currently amended):   An apparatus for matching a computer user with target information comprising:

a) a computer server node in a network system, the computer server node having a first code mechanism configured to create a <u>psychological</u> classification significance pattern for a user by using a psychological test wherein at least some of the user's answers to test questions are used to derive the <u>psychological</u> classification significance pattern for the user <u>in a manner not based on keywords or demographic attributes;</u>

b) a data base system electronically coupled to the server node containing target information, the target information having at least one classification index for the target information wherein the classification index can be matched to one or more elements of the <u>psychological</u> classification significance pattern of the user; and

c) a second code mechanism electronically coupled to the first code mechanism configured to find target data whose classification index matches one or more elements of the <u>psychological</u> classification significance pattern of the user.

sf-2041321

Claim 22 (currently amended):   The apparatus for matching a computer user with target information of claim 21 wherein the <u>psychological</u> classification significance pattern contains data indicative of an archetype to which the user corresponds.

Claim 23 (original):   The apparatus for matching a computer user with target information of claim 21 wherein the classification index of the target information contains data indicative of an archetype to which the user may correspond.

Claim 24 (original):   The apparatus for matching a computer user with target information of claim 21 wherein the target information is selected from one or more of the following categories: job placement, opinion surveys, dating/matching services, travel, sports, entertainment, financial, biomedical, computers, software and networking.

Claim 25 (original):   The apparatus for matching a computer user with target information of claim 21 wherein the user can access the computer server node from a client computer device via the Internet.

Claim 26 (original):   The apparatus for matching a computer user with target information of claim 21 wherein the user can access the computer server node from a mobile computer communications device.

Claim 27 (original):   The apparatus for matching a computer user with target information of claim 21 wherein the user can access the computer server node anonymously via a pseudonym.

Claims 28-34 (canceled)

Claim 35 (currently amended):   A computer program product residing on a computer readable medium for matching a computer user with target information comprising:

sf-2041321

a)   a first code mechanism on a client computer terminal for use in accessing at least one server system in a network, wherein the at least one server system can try to match a <u>psychological</u> classification significance pattern for a user with a classification index associated with the target information, and wherein the <u>psychological</u> classification significance pattern for the user was generated by using a psychological test wherein at least some of the user's answers to test questions are used to derive the <u>psychological</u> classification significance pattern for the user <u>in a manner not based on keywords or demographic attributes</u>; and

b.   a second code mechanism in a display device coupled electronically to the client computer terminal which can display for the user any matching target information which the at least one server system may have detected,
<u>wherein the use of the psychological classification significance pattern is under the user's control</u>.

Claim 36 (original):   The computer program product of claim 35 wherein the user does not make a prior explicit disclosure of interest in the target information.

Claim 37 (original):   The computer program product of claim 35 wherein the target information is selected from one or more of the following categories: job placement, opinion surveys, dating/matching services, travel, sports, entertainment, financial, biomedical, computers, software and networking.

Claims 38-44 (canceled)

sf-2041321